

**Year after year
Philip Morris outgrows
the rest of the
industry combined.**

In 1980,
Philip Morris volume increased by 14.25 billion units.
The total industry increased 6.53 billion units.

In 1979,
**Philip Morris volume increased
by 8.50 billion units.**
The total industry
increased 7.22 billion units.

In 1978,
**Philip Morris volume
increased by
8.46 billion units.**
The total industry
increased
9.8 billion units.

**PHILIP
MORRIS**

Sources:
Marsden Report
Luthmann Brothers
Kuhne Louis Research



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